

A Page for BUILDERS and HOME OWNERS!

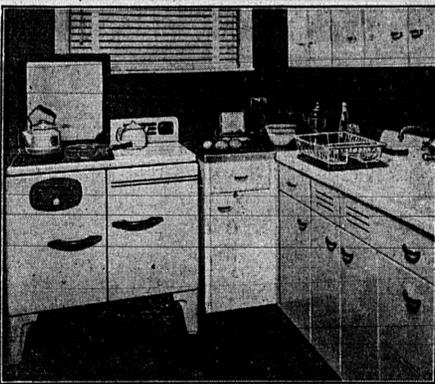
New Home Permits for Quarter Beat All Records Since 1933 Here

Renew Your Floors
Do the Work Yourself—**AND SAVE!**
Rent a Modern Floor **SANDER** That Does Magic To Your Floors
Full Line of Paints, Supplies and Wall Papers
TORRANCE PAINT STORE
SARTORI & POST
Phone 884

APPLIANCES NEED ADEQUATE OUTLETS
Considerable thought should be given to the placing of outlets for fixtures in building a new home. Electric outlets are not expensive to install at the time of construction, but are very expensive and sometimes impossible to add without damage to the building after its completion. A sufficiency of outlets adds greatly to convenience.
In inspecting a home that is to be financed under the Insured Mortgage System, the Federal Housing Administration considers the adequacy of electric outlets.

Early Uses of Plaster Traced to Ancient Days
Plaster for building purposes has been used for centuries and still covers 80 percent of home interiors. Its insulating and sanitary properties were developed by the ancients and its decorative possibilities furthered by the Greeks and Romans. King John of England recognized its fire-resistant qualities after the great London fire. Sanitary laws in many states require all habitable rooms to be lathed and plastered. It insulates against cold and drafts as well as heat.

Kitchen Tasks Made Easy For the 1937 Model Bride



THE 1937 model bride will have it relatively easy in the kitchen if the experts have their way. They have designed for her convenience the above kitchen, as one of the rooms in the Bride's House planned by the interior decoration staff of Hughes. Beautiful. These specialists in decoration and kitchen planning say that this is the ideal type of kitchen for an apartment or small home. Its step-saving features include a

Striking Color Effects Found in Bathrooms

Some modern bathrooms display plumbing fixtures with harmonizing designs to produce the ensemble effect. Striking color contrasts are shown set off against a background of yellow glass and tubular shadowless illumination of mirrors. If less vivid colors are preferred, soft pastel shades are popular also.

Porch or Terrace Addition to Home

A porch or terrace is a valuable adjunct to the new or modernized house. The opportunity of spending time in the open air, or serving meals out of doors, is too pleasant and healthful to be neglected.

Building Boom On

Permits Issued During Past Three Months Total \$77,030 In City

Building permits issued here during the past three months totaled \$77,030, according to records at the City Engineer's office yesterday when the quarter closed. Excepting last year's major construction projects—the Civic Center buildings—this was the best three-month period of new building here since 1933's all-time high of \$80,775.
There were 20 permits issued last month for \$24,155 worth of construction in this city. A year ago the building total was \$32,310 for the corresponding month. Fifty-one permits have been issued so far this year as compared to 43 for the first quarter of 1936.
During March, permits were

issued for two single-family dwellings, \$3,500; one duplex, \$3,200; five private garages, \$900; five alterations and improvement jobs, \$1,140; and seven industrial construction projects, \$15,325.

Comparative Figures

All indications point to a considerable increase in new construction here this month as a number of families are about to complete the financing of new homes and several industrial projects are looming. A number of residents are also said to be planning home renovation and improvement jobs in preparation for the coming summer.

The comparative monthly building totals follow:

Month	1937	1936
Jan.	\$41,030	\$110,380
Feb.	11,845	4,900
Mar.	24,155	42,310
Total	\$77,030	\$157,590

Here's the record of Torrance building for the first quarter of the past 12 years:

Year	Value
1937	\$77,030
1936	157,590
1935	32,968
1934	13,707
1933	580,775
1932	5,835
1931	34,830
1930	185,780
1929	174,940
1928	226,408
1927	238,413
1926	71,737

8 New Homes, 4 for Torrance Residents to Rise in Rolling Hills

Efficient Lighting Equipment On Sale

Light of approximately the same color as daylight is frequently desirable in store and office lighting. Highly efficient equipment for producing light of this character is on the market, and its use is growing extensively.

Private financial institutions approved by the Federal Housing Administration advance insured credit for the purchase and installation of modern lighting and fixtures.

CONSERVATIVE DESIGN AIDS RESALE OF HOME

Marketability of a house is affected by its design. Good architecture is never out of date. Fresh and tricky styles in architecture "date" a house and hasten obsolescence of its design. Modifications and adaptations of established styles are less to be desired than pure design.

NEW PAINT CAN BE WASHED WITH SOAP

A semigloss-finish paint which is practically soap proof is on the market. It can be scoured with soap powder, and even pencil marks and match scratches are readily eradicated. Manufactured in a variety of colors, it can be applied to walls, ceilings, woodwork, or metal.

CLOSET WITH BUILT-IN EQUIPMENT HANDY

Houses built for a family of four or five persons should have a storage closet containing built-in drawers, boot racks, hat compartments, hangers for coats, and containers for rubbers, galoshes etc. Attics, if not too low, may be used for storage space also. Waterproofed cellars, if they are ventilated by one or two windows, will serve for storage space for trunks, suitcases, etc.

FIREPROOF SHELVES

When cupboards are over the cooking range, a sheet of asbestos should be placed on the under side of the cupboard to prevent overheating of the wood.

Comfort of Home Creates Beauty

Beauty of architecture and excellence of construction will not make up for doors in the wrong places, darkness where there should be light, and the thousand other details that make living pleasant and attractive. No home is suitable if it is not designed for or easily adapted to the needs of the family living in it.

CONCEALED LIGHTING IN SHELVES FOR ALCOVE

When a home is to be built with a combined living-dining room, an alcove at one end may be divided from the rest of the room by pillars. It is not necessary to utilize valuable window space for the alcove. Built-in shelves across one wall, with concealed lighting, give effective and adequate illumination.

USE OF MIRROR MAKES GARDEN LOOK LARGER

The small garden enclosed by a brick or stone wall may be given the appearance of spaciousness thru the use of mirrors. Glass panels will give the appearance of a garden beyond. Careful installation and tightly leaded rims will protect the mirrors against winter storms.

DINING SPACE

The dining-living room combination has much in its favor and offers many advantages; but if space allows, a separate dining room adds much to family life.

FOR SPECIAL BARGAINS
On Lots and Re-possessed Homes
SEE
REMCO
1315 Post Ave. Tel. 5

Advance Planning Can Create Fireplaces That Do Not Smoke

It is curious that so many fireplaces smoke when it is so simple to build ones that don't. The recipe is about as follows: Determine the size of opening desired and then select a flue lining that has an area equal to at least 10 percent of that opening. Use either a square or a round flue, preferably a "one" size, as that is the more efficient. Do not use rectangular flues unless absolutely necessary, and in that case increase the size so that the area will equal at least 12 percent of the opening.

Build the fireplace with a depth of between 18 and 24 inches. More than that depth robs the fireplace of a good deal of its heating efficiency. Install a cast-iron damper for the full width of the opening. This should be set so that the curving back of the fireplace makes a continuous line with the back of the damper opening.

Symmetry Essential
Above the damper at the back, flush with the top edge of the opening, build a horizontal smoke shelf about eight inches deep and for the full width of the opening. Also above the damper build a smoke chamber, with the front rising as a continuation of the front piece of the damper opening.

The rebuilding of chimneys and fireplaces may be financed thru the modernization credit plan of the FHA. Correct designing of chimneys for new homes helps make them eligible for financing under the insured mortgage system.

TWO-WAY DOOR
A double-swing door, fitted with hinges which allow it to open from either side is one of the greatest conveniences in the kitchen. It should be the door which leads from kitchen to dining room.

Your rent money will buy a home.

NOW! We Have a Complete Line of . . .

HUGHES PAINTS... VARNISHES
We've just stocked a complete line of these famous products, at prices lower than any in this area. We guarantee HUGHES products and highly recommend them. Here's a sample low price . . .
1 FULL GALLON \$1.39
HOUSE PAINT
Torrance Poultry and Feed Market
T. S. Lovelady
PHONE 407



From Our Window

- WE SEE a people striving for happiness—a people forever searching for contentment and security.
- YET THESE people are harassed from every side by FEAR—fear of inflation, fear of increasing rentals, fear of being dispossessed from their rented quarters because someone else has purchased them.
- MUCH OF this fear would disappear if such people had Homes of Their Own,—the only sure protection against rising rents and inflated values. Furthermore, Home Ownership inspires happiness and contentment, pride of ownership, and future security.
- THIS IS why your Federal Government has made Home Ownership so easy under the FHA plan. You can pay for that home-of-your-own on terms as low as present rentals with the guarantee that these monthly payments will not increase.
- WE ARE prepared to give your application for an FHA insured loan prompt attention and we shall be glad to assist you in planning your home without obligation.

TORRANCE MUTUAL Building & Loan Association
1335 Post Ave. Phone 423

U. S. GOVERNMENT BUYS 16,697 WESTINGHOUSE REFRIGERATORS
for greater 10 year economy

Low operating cost of Westinghouse Refrigerators—enabled Westinghouse to win the largest refrigerator order ever placed, from the U. S. Federal Works Administration Housing Division. These refrigerators were bought for FWA's slum clearance and low-rent housing projects on the most economical basis Government experts could find. . . If a Westinghouse Refrigerator will save money for the Government, it will save money for you!

Westinghouse Kitchen-proved REFRIGERATOR

Torrance Electric Shop
"Pioneers of Electrical Goods and Services Since 1923"
1419 Marcelina Avenue Phone 576

"WHY PAY RENT? We're Buying a Home With An 'American Mutual Loan'."

• LOAN PAYMENTS are very often less than the Rent you pay.
• WHY NOT come in today and see about a "Home Loan" to buy the Home You Want?
American Mutual Building and Loan Association
OF REDONDO BEACH, CALIFORNIA
210 SOUTH PACIFIC AVE TELEPHONE 3351

BLUE LIGHTNING Strikes Everyone AS THE MOST Remarkable CLEANER

NOW! The Most Sensational Cleaner of All Time

Non-injurious to Walls, Floors and to the Hands
Cleans Like Magic
1 Quart Cleans Ordinary Kitchen
Full Quart ONLY **50¢**

CONSOLIDATED LUMBER CO.
1825 213th St. PHONE 129
D. Burns Bee Hughes

- \$2750**
Buys good 6-room Frame House, 3 bedrooms, large laundry, oak floors throughout, only \$250 down and \$30 per month. Lot 50x190.
- \$1750**
Buys good 5-room Frame House, corner lot on Cota; Cash to loan, \$900.
- \$4250**
Buys 3-acre Chicken Ranch. Equipment for 3500 chickens. Good 5-room Frame House and 2-room House on paved boulevard close to Torrance. Terms.
- \$2750**
Buys 4-room Stucco on Cabrillo. Furnished. Lot 50x127 1/2. \$350 down and \$30 per month.
- \$3500**
Buys good 5-room Stucco, reconditioned. Furnace. Street assessments paid. This is a nice home. Only \$600 down.
- \$3750**
Buys 6-room House. Has two baths. Can be used for double dwelling. Lot 50x127 1/2 on Arlington. Terms.
- \$3750**
Buys two Houses; one a 5-room house and other 3-room house. Double garage. Lot 50x127 1/2 on Arlington.

ONE ACRE WITH OIL ROYALTY
On Sepulveda boulevard. Trade-in on 5-room House.

Building Lots

40x150 on Date	\$210
50x150 on Date	\$275
60x150 on Date	\$330
40x140 corner on	
Acacia	\$650
50x140 corner on	
Beech	\$1090
Triangle Lot on	
Engracia	\$1250
50x140 on Cota	\$1250
40x140 on Amapola	\$300
40x180 on 220th	\$550
50x125 on El Prado	\$1500
50x125 on Post	\$1750

Torrance Investment Co.
1409 SARTORI AVE. Phone 176